

**LEGISLATIVE SERVICES AGENCY
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FISCAL IMPACT STATEMENT

LS 6724

BILL NUMBER: SB 503

NOTE PREPARED: Jan 10, 2004

BILL AMENDED:

SUBJECT: O'Bannon State Museum.

FIRST AUTHOR: Sen. Merritt

FIRST SPONSOR:

BILL STATUS: As Introduced

**FUNDS AFFECTED: X GENERAL
DEDICATED
FEDERAL**

IMPACT: State

Summary of Legislation: This bill provides that the Indiana State Museum building in White River State Park shall be known as the "Frank and Judy O'Bannon Building."

Effective Date: July 1, 2004.

Explanation of State Expenditures: Assuming that the name change for the building would be reflected in all references to the State Museum, costs for renaming the Museum could include business operating adaptations, which would include changing ticketing stock, ticketing computer programs, interior signage changes, and web program changes. In addition, multimedia presentations would need to be changed as well as museum exhibitory (hard copy labeling and computerized interpretive programming changes). Additionally, printed material, letterhead, etc., would have to be changed as well as marketing programs. Finally, the exterior signage would need to be replaced.

The Indiana Department of Transportation (INDOT) would also experience an increase in costs associated with signage changes on interstates and state highways. Generally, for signs on the interstate, INDOT incurs an estimated \$3,000 to change a sign. Sign changes on state highways would cost approximately \$1,000.

The above costs assume that the name change for the building would be reflected in all references to the State Museum. Costs could be significantly reduced if the building was known as the "Frank and Judy O'Bannon Building," but the State Museum continued to be referred to as the Indiana State Museum. In this case, costs could be limited to exterior signage costs, which would depend on the prominence of the sign.

Additional expenses listed above could be eliminated or reduced if changes involved in the renaming could

be incorporated with ongoing periodic changes made to existing exhibits and displays. For example, changes needed to the marketing program could be made during the next marketing campaign. Stationery could be replaced when existing supplies are exhausted.

Immediate costs associated with changing the name of the building are estimated at under \$100,000. The State Museum has a budget of \$7.4 M. For FY 2003, the Museum reverted \$1.3 M.

Explanation of State Revenues:

Explanation of Local Expenditures:

Explanation of Local Revenues:

State Agencies Affected: Department of Natural Resources.

Local Agencies Affected:

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